

Rep Order# 6831505 **Ver#** 7 **Mod#** 2 **Status** Confirmed **Traffic Order#** 189649 **Printed:** 10/05/2012 3:20 PM 4 of 8
EC'd Yes **Last Received:** 10/05/2012 1:15 PM
Showing Buylines: All Lines

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () DETROIT INTL BRIDGE

Product DETROIT INTERN'L BRI

Estimate# C15C21

Buyer Sarah Linden

Phone#

Fax#

Agency () SMART MEDIA GROUP

814 KING STREET - SUITE 200

ALEXANDRIA, VA 22314

Agency C/P1/P2/E DIBC/ORDR/C15C21

Flight Dates 10/15/2012 - 10/21/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	65	F	7P-730P	INSIDE EDITION	:30	\$425.00	10/19-10/19	1	1	1	\$425.00	
Rating: 3.8												
	66	SU	7P-8P	DATELINE	:30	\$700.00	10/21-10/21	0	0	0	\$0.00	
Rating: 11.7												
Buyline Comment: SEE MG ON LINE 70												
	67	SU	8P-9P	HARRY S LAW	:30	\$1,000.00	10/21-10/21	0	0	0	\$0.00	
Rating: 12.2												
Buyline Comment: SEE MG ON LINE 71												
	68	F	10P-11P	DATELINE	:30	\$300.00	10/19-10/19	0	0	0	\$0.00	
Rating: 2.4												
	69	SA	8P-11P	DATELINE	:30	\$250.00	10/20-10/20	1	1	1	\$250.00	
Rating: 1.9												
	70	SU	7P-8P	FB NIGHT IN AMER	:30	\$700.00	10/21-10/21	1	1	1	\$700.00	
Rating: 11.7												
Buyline Comment: MG FOR LINE 66 TO REFLECT PRGM CHANGE												
	71	SU	8P-1130P	SUN NIGHT FOOTBALL	:30	\$1,000.00	10/21-10/21	1	1	1	\$1,000.00	
Rating: 12.2												
Buyline Comment: MG FOR LINE 67 TO REFLECT PRGM CHANGE												
	72	SA	8P-9P	ANIMAL PRAC ENCORE	:30	\$650.00	10/20-10/20	1	1	1	\$650.00	
	73	TH	10P-11P	ROCK CENTER	:30	\$300.00	10/18-10/18	1	1	1	\$300.00	
Rating: 2.4												

---REPORT TOTALS---

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Report Totals: 73 / \$33,225.00

---SALES MONTHLY TOTALS---

Oct 12: 73 / \$33,225.00

Sales Totals: 73 / \$33,225.00

Station Totals: 73 / \$33,225.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$110,750	CATV	0%	WOOD	30%	WOTV	0%	WWMT	30%	WXMI	10%
		WXSP	0%	WZPX	0%	WZZM	30%				

---COMPETITIVE COMMENTS---

SHARES EST

Books NOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE